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A guide to enjoying **Yu Sheng**


同乐 TUNGLOK



Norwegian Salmon Prosperity Yu Sheng

'Yu Sheng', which literally means 'raw fish', signifies an abundance of wealth and longevity. A must-have traditional starter at every Lunar New Year feast, Yu Sheng is no stranger to the Chinese. Over the 15 days of festive celebrations, a colourful array of condiments, sauces and thinly shredded vegetables are served on a platter together with Norwegian Salmon, then tossed to auspicious Chinese greetings. Ingredients include white and green radishes, carrots, capsicums, turnips and pickled ginger.

Earning a special place in Lunar New Year celebrations is fresh raw salmon from the cold, clear waters of Norway. Its delectable taste and vibrant red colour that symbolises happiness and luck makes it the perfect accompaniment for the traditional ingredients of Yu Sheng.

Lo Hei

The tradition of 'Lo Hei' is derived from a Cantonese phrase, which means 'tossing up good fortune'. The word 'hei' (meaning 'rise') refers to 'flourishing business' and is therefore, popular amongst businessmen during the festive season. Every Lunar New Year, families, friends and business associates gather to 'Lo Hei' on separate occasions. Before 'Lo Hei' commences, everyone at the table will rise from their seats and proceed to use their chopsticks to toss the ingredients into the air together while saying 'auspicious wishes' aloud. It is believed that the higher the toss is, the greater the fortunes will be.

In collaboration with TungLok group of restaurants, the Norwegian Salmon companies wish you a very Happy Lunar New Year. Gong Xi Fa Cai! Huat Ah!

7 Steps to Lo Hei

Start the celebration with Lunar New Year greetings

恭喜发财 Gong Xi Fa Cai

Wishing all a prosperous New Year!

STEP 1: Begin by pouring the Oil and Plum Sauce onto the platter

万事如意 Wan Shi Ru Yi

May all your wishes be fulfilled

金玉满堂 Jin Yu Man Tang

May you be enriched with gold and jade

STEP 2: Add Pepper and Spices

鸿运当头 Hong Yun Dang Tou

May you be blessed with good fortune.

STEP 3: Add Norwegian Salmon

年年有余 Nian Nian You Yu

May you receive good tidings in abundance through the years

STEP 4: Add Lime

大吉大利 Da Ji Da Li

May you have the best of luck and prosperity

STEP 5: Add Radish and Shredded Vegetables

风生水起 Feng Sheng Shui Qi

May you attract more wealth and treasures

STEP 6: Add golden-pillow Flour Crackers to top off the ingredients

满袋黄金 Man Dai Huang Jin

May the ground you tread on be laden with gold

STEP 7: All together, toss the ingredients for an auspicious 7 times with loud shouts of “Huat Ah!” 发啊!

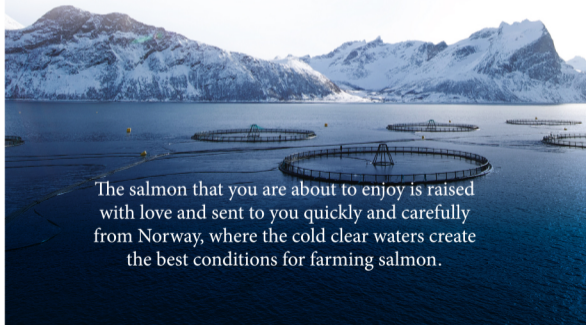
祝大家越捞越起 Zhu Da Jia Yue Lao Yue Qi

May everyone's fortune rise higher with each toss

Norwegian Salmon

Freshness Flown In

From the cold clear waters of Norway



The salmon that you are about to enjoy is raised with love and sent to you quickly and carefully from Norway, where the cold clear waters create the best conditions for farming salmon.